

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.2503**  
ANSWERED ON 10.08.2023

**IMPACT ASSESSMENT OF VISIT INDIA YEAR 2023**

2503 DR. SANTANU SEN:

Will the Minister of **TOURISM** be pleased to state:

- (a) whether Government has conducted any assessment or survey to measure the impact of the Visit India Year 2023 campaign on the inbound tourism in India;
- (b) if so, the details thereof, findings, recommendations and actions taken by Government based on such assessment;
- (c) whether Government has achieved its targets and outcomes under the Visit India Year 2023 campaign in terms of number of international tourists, foreign exchange earnings, sectors covered, and indicators of sustainable tourism as of July 2023; and
- (d) if so, the details thereof?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (d): Ministry of Tourism launched the Visit India Year 2023 campaign on 31.01.2023. The Ministry is working with Indian Missions abroad, Central Ministries, State Governments and Industry Stakeholders to attract tourists. Since its launch, the campaign has created 833 Million plus social media impressions, achieved 35.5 Million plus reaches and recorded 98% positive and neutral sentiment. There are about 160+ conversations everyday on the campaign. The Ministry of Tourism has not conducted any assessment or survey as it is an ongoing campaign.

However, the number of Foreign Tourists Arrivals (FTAs) and Foreign Exchange Earnings (FEE) has registered an increase as per the table below:

S. No.	Parameter	2020	2021	2022	2023 (Jan to June)
1.	Foreign Tourist Arrivals (FTAs) to India (million)	2.74 (-74.9%)	1.52 (-44.4%)	6.19 * (305.4%)	4.4* (106.2%)
2.	Foreign Exchange Earnings (FEEs) through Tourism (Rs. Crore)	50,136 (-76.8%)	65,070 (29.8%)	1,34,543* (106.8%)	1,07,178* (129.44%)

\*Provisional

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